

1. A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, comprising the steps of:

concurrently presenting to said consumer an incentive for purchasing said product and/or service promptly, wherein said incentive decreases over a period of time.

2. The method according to claim 1, wherein
said incentive is initially set to a predetermined
15 maximum value.

3. The method according to claim 1, wherein said incentive is presented via a Web page.

20 4. The method according to claim 1, wherein
said incentive is presented via a window.

5. The method according to claim 1, wherein said incentive is presented via a web banner.

6. The method according to claim 1, wherein said product and/or service offered for sale changes each time said consumer is presented with a new offer.

30 7. The method according to claim 6, wherein
said new offer is presented to said consumer when said
consumer revisits or refreshes said web page.

5 9. The method according to claim 1, wherein
said incentive comprises at least one of a discount off
a purchase price, a purchase price, an increase in
quantity of said product and/or service, and a higher
quality product and/or service.

11. The method according to claim 1, further comprising the steps of:

providing said consumer the current value of
said incentive corresponding to the point in time at
25 which said consumer indicated said interest.

12. The method according to claim 1, wherein a consumer who frequently uses said incentive for purchasing products and/or services is accorded a more favorable incentive than an consumer who infrequently uses said incentive to purchases goods and/or services.

5 14. The method according to claim 12, wherein
said frequent consumer is accorded a higher minimum
incentive.

16. The method according to claim 1, wherein
15 said offer is presented for a specific number of times
during a predetermined time period.

18. The method according to claim 1, wherein said incentive corresponds to a profile of said consumer.

30 20. The method according to claim 19, wherein
said information relates to said consumer's location.

21. The method according to claim 19, wherein said information relates to said consumer's preference.

22. The method according to claim 19, wherein
5 said information relates to said consumers's historical behavior.

23. The method according to claim 1, wherein
10 said incentive gradually decreases from said maximum value to a minimum value at a random rate during said predetermined period of time.

24. The method according to claim 1, wherein
15 said incentive gradually decreases from said maximum value to a minimum value during said predetermined period of time, and wherein a first value of said incentive at a first point in said period of time may be less than or greater than a second value of said incentive at a second point in said period of time, said
20 second point coming immediately prior to or immediately after said first point in time.

25. The method according to claim 1, wherein
25 the value of said incentive decreases incrementally over a predetermined period of time.

26. The method according to claim 1, wherein said incentive comprises a discount.

27. The method according to claim 1, wherein
30 said incentive comprises a purchase price.

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32. The code executable on a computer according to claim 30, said code further comprising:
code for initially setting said incentive to a predetermined maximum value.

5 code for receiving an indication to purchase
said product and/or service by said consumer at a point
in time during said period of time; and

34. The code executable on a computer according to claim 33, wherein said computer comprises a network server operable on a computer network.

code for initially setting said incentive to a predetermined maximum value.

25 presenting an offer for sale of a product
and/or service to said consumer over said computer
network;

concurrently presenting an incentive for purchasing said product and/or service to said consumer promptly over said computer network, wherein said incentive is initially set to a predetermined maximum value and decreases over a period of time;

providing said consumer the current value of
5 said incentive corresponding to the point in time at
which said consumer indicated said interest.

means for presenting an offer for sale of a product and/or service from a server computer over said computer network to a customer's computer;

20 means for indicating an interest to purchase
said product and/or service by said consumer at a point
in time during said period of time; and

38. A system for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, said consumer operating a customer terminal operable to act as a client on a network, said system comprising:

5 data storage accessible to said host
controller, said data storage storing information
relating to said products and/or services for offering
for purchase to said consumer,

10 for presenting an offer for sale of a
product and/or service from said server over
said computer network to said customer
terminal;

15 for purchasing said product and/or service
promptly from said server over said computer
network to said customer terminal, wherein
said incentive is initially set to a
predetermined maximum value and decreases over
20 a period of time;

25 for providing said consumer the current
value of said incentive corresponding to the
point in time at which said consumer indicated
said interest.

30 39. A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service via a media, comprising the steps of:

concurrently presenting an incentive for purchasing said product and/or service to said consumer promptly via said media, wherein said incentive is initially set to a predetermined maximum value and decreases over a period of time;

providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

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